



WXYZ

## ORDER

Print Date 09/07/12

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Flight Dates 09/10/12-09/16/12

Contract / Revision **310318** / **DIBC2 - Detroit Int Bridge Co.**  
Original Date / Revision **09/06/12** **09/07/12** Agency Com **15%**  
Billing Contact  
Advertiser **The People Should Decide C** **814 King Street - Suite 400**  
**Alexandria, VA 22314-3039**  
Agency **Smart Media Group**  
Buying Contact Sales Office **EWSDC**  
**814 King Street - Suite 400** Sales Region **NAT**  
**Alexandria, VA 22314-3039** Agency Ref

Order Sep 00:20:00  
Estimate # **910916**  
Alt Order #  
Billing Type Cash  
Order Type GENERAL  
Billing Cycle EOM/EOC  
Billing Calendar BROADCAST  
Demographic A25-54  
Rev Codes POL POL ISS Ballot  
Product Codes PL  
Priority P-1  
Advertiser Ref

### Primary Account Executive

Dave Lombardo

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Dave Lombardo     | 100%   |            |          |

Order Share 18% Market Value 187222

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE             | %          | 0      |
| UNKWN             | %          | 0      |
| WADL              | %          | 0      |
| WDIV              | 58%        | 108588 |
| WDWB              | %          | 0      |
| WJBK              | 17%        | 31827  |
| WKBD              | 2%         | 3744   |
| WLPC              | %          | 0      |
| WPXD              | %          | 0      |
| WTVS              | %          | 0      |
| WWJ               | 5%         | 9361   |

| Order Totals   |            |             |              |        | Billing Plan |          |         |             |              |
|----------------|------------|-------------|--------------|--------|--------------|----------|---------|-------------|--------------|
| Month          | # of Spots | Net Amount  | Gross Amount | Rating | Start Date   | End Date | # Spots | Net Amount  | Gross Amount |
| September 2012 | 18         | \$28,645.00 | \$33,700.00  | 0.00   | 08/27/12     | 09/16/12 | 18      | \$28,645.00 | \$33,700.00  |
| Totals         | 18         | \$28,645.00 | \$33,700.00  | 0.00   |              |          |         |             |              |



WXYZ

Print Date: 09/07/12

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Contract / Revision**310318**Flight Dates**09/10/12-09/16/12**Hiatus DatesOriginal Date / Revision 09/06/12/ 09/07/12Order Sep 00:20:00Advertiser **The People Should Decide** Product **DIBC2 - Detroit Int Bridge C** Estimate # **910916**

| Ln                                  | Ch   | Start             | End             | Inventory Code      | Break    | Start/End Time    | Days          | Len     | Spots       | Rate        | Pri           | Rtg           | Type | <u>Totals</u>  |        |          |            |
|-------------------------------------|------|-------------------|-----------------|---------------------|----------|-------------------|---------------|---------|-------------|-------------|---------------|---------------|------|----------------|--------|----------|------------|
|                                     |      |                   |                 |                     |          |                   |               |         |             |             |               |               |      | Spots          | Amount |          |            |
| N 3                                 | WXYZ | 09/16/12          | 09/16/12        | Sports Update       | 1130-12n | CM                | 1130pm-12am   | -----S  | :30         | 1           | \$750.00      | P-2           | 0.00 | NM             | 1      | \$750.00 |            |
| SU 1130p-12a                        |      |                   |                 |                     |          |                   |               |         |             |             |               |               |      |                |        |          |            |
|                                     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |          | <u>Spots/Week</u> |               |         |             | <u>Rate</u> |               | <u>Rating</u> |      |                |        |          |            |
| Week: 09/10/12 09/16/12 -----S----- |      |                   |                 |                     |          |                   |               |         |             |             |               |               |      |                |        |          |            |
| N 4                                 | WXYZ | 09/15/12          | 09/15/12        | SA 1130p-1230a      |          | CM                | 1130pm-1230am | -----S- | :30         | 1           | \$250.00      | P-3           | 0.00 | NM             | 1      | \$250.00 |            |
| SA 1130p-1230a                      |      |                   |                 |                     |          |                   |               |         |             |             |               |               |      |                |        |          |            |
|                                     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |          | <u>Spots/Week</u> |               |         |             | <u>Rate</u> |               | <u>Rating</u> |      |                |        |          |            |
| Week: 09/10/12 09/16/12 -----S----- |      |                   |                 |                     |          |                   |               |         |             |             |               |               |      |                |        |          |            |
| N 5                                 | WXYZ | 09/16/12          | 09/16/12        | Early News Su       |          | CM                | 6-630pm       | Sun     | -----S      | :30         | 1             | \$1,000.00    | P-3  | 0.00           | NM     | 1        | \$1,000.00 |
| Su 6-630p                           |      |                   |                 |                     |          |                   |               |         |             |             |               |               |      |                |        |          |            |
|                                     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |          | <u>Spots/Week</u> |               |         |             | <u>Rate</u> |               | <u>Rating</u> |      |                |        |          |            |
| Week: 09/10/12 09/16/12 -----S----- |      |                   |                 |                     |          |                   |               |         |             |             |               |               |      |                |        |          |            |
| N 6                                 | WXYZ | 09/10/12          | 09/16/12        | 7p News             |          | CM                | 7-730pm       | M-F     | -----F--    | :30         | 1             | \$1,500.00    | P-2  | 0.00           | NM     | 1        | \$1,500.00 |
| M-F 7-730p                          |      |                   |                 |                     |          |                   |               |         |             |             |               |               |      |                |        |          |            |
|                                     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |          | <u>Spots/Week</u> |               |         |             | <u>Rate</u> |               | <u>Rating</u> |      |                |        |          |            |
| Week: 09/10/12 09/16/12 -----F--    |      |                   |                 |                     |          |                   |               |         |             |             |               |               |      |                |        |          |            |
| N 7                                 | WXYZ | 09/16/12          | 09/16/12        | Action News SUN 8am | CM       | Sun               | 8-930am       |         | -----S      | :30         | 1             | \$500.00      | P-2  | 0.00           | NM     | 1        | \$500.00   |
| Action News SUN 8am                 |      |                   |                 |                     |          |                   |               |         |             |             |               |               |      |                |        |          |            |
|                                     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |          | <u>Spots/Week</u> |               |         |             | <u>Rate</u> |               | <u>Rating</u> |      |                |        |          |            |
| Week: 09/10/12 09/16/12 -----S----- |      |                   |                 |                     |          |                   |               |         |             |             |               |               |      |                |        |          |            |
| N 8                                 | WXYZ | 09/15/12          | 09/15/12        | Action News SAT 6am | CM       | SAT               | 6-7am         |         | -----S-     | :30         | 2             | \$300.00      | P-4  | 0.00           | NM     | 2        | \$600.00   |
| Action News SAT 6am                 |      |                   |                 |                     |          |                   |               |         |             |             |               |               |      |                |        |          |            |
|                                     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |          | <u>Spots/Week</u> |               |         |             | <u>Rate</u> |               | <u>Rating</u> |      |                |        |          |            |
| Week: 09/10/12 09/16/12 -----S-     |      |                   |                 |                     |          |                   |               |         |             |             |               |               |      |                |        |          |            |
| N 9                                 | WXYZ | 09/10/12          | 09/14/12        | 430 AM News         | CM       | 430a-5a           |               |         | M- WTF--    | :30         | 4             | \$150.00      | P-4  | 0.00           | NM     | 4        | \$600.00   |
| 7 Action News This Morni            |      |                   |                 |                     |          |                   |               |         |             |             |               |               |      |                |        |          |            |
|                                     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |          | <u>Spots/Week</u> |               |         | <u>Rate</u> |             | <u>Rating</u> |               |      |                |        |          |            |
| Week: 09/10/12 09/16/12 M- WTF--    |      |                   |                 |                     |          |                   |               |         |             |             |               |               |      |                |        |          |            |
| N 10                                | WXYZ | 09/16/12          | 09/16/12        | This Week SUN 10am  | CM       | Sun               | 10-11am       |         | -----S      | :30         | 1             | \$2,500.00    | P-4  | 0.00           | NM     | 1        | \$2,500.00 |
| This Week SUN 10am                  |      |                   |                 |                     |          |                   |               |         |             |             |               |               |      |                |        |          |            |
|                                     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |          | <u>Spots/Week</u> |               |         | <u>Rate</u> |             | <u>Rating</u> |               |      |                |        |          |            |
| Week: 09/10/12 09/16/12 -----S      |      |                   |                 |                     |          |                   |               |         |             |             |               |               |      |                |        |          |            |
| N 11                                | WXYZ | 09/10/12          | 09/14/12        | 12p Noon News       | CM       | 12-1230p          |               |         | M- W- F--   | :30         | 3             | \$1,000.00    | FX   | 0.00           | NM     | 3        | \$3,000.00 |
| 12-1230p News                       |      |                   |                 |                     |          |                   |               |         |             |             |               |               |      |                |        |          |            |
|                                     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |          | <u>Spots/Week</u> |               |         | <u>Rate</u> |             | <u>Rating</u> |               |      |                |        |          |            |
| Week: 09/10/12 09/16/12 M- W- F--   |      |                   |                 |                     |          |                   |               |         |             |             |               |               |      |                |        |          |            |
| N 12                                | WXYZ | 09/13/12          | 09/13/12        | Thursday Prime C    | CM       | 10-11pm           | Thursday      | --T--   | --T--       | :30         | 1             | \$5,200.00    | FX   | 0.00           | NM     | 1        | \$5,200.00 |
| Thursday Prime C                    |      |                   |                 |                     |          |                   |               |         |             |             |               |               |      |                |        |          |            |
|                                     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |          | <u>Spots/Week</u> |               |         | <u>Rate</u> |             | <u>Rating</u> |               |      |                |        |          |            |
| Week: 09/10/12 09/16/12 ---T---     |      |                   |                 |                     |          |                   |               |         |             |             |               |               |      |                |        |          |            |
|                                     |      |                   |                 |                     |          |                   |               |         |             |             |               |               |      | <b>Totals</b>  |        |          |            |
|                                     |      |                   |                 |                     |          |                   |               |         |             |             |               |               |      | 18 \$33,700.00 |        |          |            |